

## ORDER



**Orders**  
**Order / Rev:** 715924 - 2  
**Alt Order #:** 06332546  
**Product Desc:** OBAMA SCHED A  
**Estimate:** 1844  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/21/12 / 10/01/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:** K Keuleman  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 09/24/12   | 09/30/12 | 41      | \$62,250.00  | \$52,912.50 |
| 10/01/12   | 10/07/12 | 12      | \$10,750.00  | \$9,137.50  |

## Totals

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 41        | \$62,250.00        | \$52,912.50        | 0.00        |
| October 2012   | 12        | \$10,750.00        | \$9,137.50         | 0.00        |
| <b>Totals</b>  | <b>53</b> | <b>\$73,000.00</b> | <b>\$62,050.00</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Aaron Ashe        |              |              | Start Of Order - End Of Order | 100%    |

| Ln                 | Ch   | Start             | End             | Inventory Code                               | Break | Start/End Time | Days              | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|--------------------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1                  | WTSP | 09/25/12          | 10/01/12        | LN (M-F)<br>LN (M-F)                         | CM    | M-F 11-1135p   | MTWTF--           | :30 | 2     | \$2,000.00  | P-3 | 0.00          | NM   | 2     | \$4,000.00 |
| 10 NEWS-11PM       |      |                   |                 |  |       |                |                   |     |       |             |     |               |      |       |            |
|                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:              |      | 09/25/12          | 10/01/12        | MTWTF--                                      |       |                | 2                 |     |       | \$2,000.00  |     | 0.00          |      |       |            |
| 2                  | WTSP | 09/25/12          | 10/01/12        | Letterman<br>Late Night with David Letterman | CM    | 1135p-1237a    | MTWTF--           | :30 | 3     | \$700.00    | P-3 | 0.00          | NM   | 3     | \$2,100.00 |
| DAVID LETTERMAN    |      |                   |                 |  |       |                |                   |     |       |             |     |               |      |       |            |
|                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:              |      | 09/25/12          | 10/01/12        | MTWTF--                                      |       |                | 3                 |     |       | \$700.00    |     | 0.00          |      |       |            |
| 3                  | WTSP | 09/25/12          | 10/01/12        | Price Is Right<br>Price Is Right             | CM    | 11a-12p        | MTWTF--           | :30 | 5     | \$900.00    | P-3 | 0.00          | NM   | 5     | \$4,500.00 |
| THE PRICE IS RIGHT |      |                   |                 |  |       |                |                   |     |       |             |     |               |      |       |            |
|                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:              |      | 09/25/12          | 10/01/12        | MTWTF--                                      |       |                | 5                 |     |       | \$900.00    |     | 0.00          |      |       |            |
| 4                  | WTSP | 09/25/12          | 10/01/12        | Late Late Show<br>Late Late Show             | CM    | 1237-137a      | MTWTF--           | :30 | 2     | \$350.00    | P-3 | 0.00          | NM   | 2     | \$700.00   |
| THE LATE LATE SHOW |      |                   |                 |  |       |                |                   |     |       |             |     |               |      |       |            |
|                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:              |      | 09/25/12          | 10/01/12        | MTWTF--                                      |       |                | 2                 |     |       | \$350.00    |     | 0.00          |      |       |            |
| 5                  | WTSP | 09/25/12          | 10/01/12        | M-F 12-1230p<br>10 News @ Noon               | CM    | 12-1230p       | MTWTF--           | :30 | 4     | \$900.00    | P-3 | 0.00          | NM   | 4     | \$3,600.00 |
| 10 NEWS-NOON       |      |                   |                 |  |       |                |                   |     |       |             |     |               |      |       |            |
|                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |

Order / Rev: 715924 - 2  
 Alt Order #: 06332546  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED A  
 Estimate: 1844

WTSP-TV

| Ln                   | Ch   | Start             | End             | Inventory Code                         | Break             | Start/End Time            | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type | Spots | Amount     |
|----------------------|------|-------------------|-----------------|--|-------------------|---------------------------|-------------|-----|---------------|------------|-----|------|------|-------|------------|
| 5                    | WTSP | 09/25/12          | 10/01/12        | M-F 12-1230p<br>10 News @ Noon         | CM                | 12-1230p                  | MTWTF--     | :30 | 4             | \$900.00   | P-3 | 0.00 | NM   | 4     | \$3,600.00 |
| 10 NEWS-NOON         |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 4                 |                           | \$900.00    |     | 0.00          |            |     |      |      |       |            |
| 6                    | WTSP | 09/25/12          | 10/01/12        | M-F 4-5p<br>Dr. Phil                   | CM                | 4-5p                      | MTWTF--     | :30 | 2             | \$800.00   | P-3 | 0.00 | NM   | 2     | \$1,600.00 |
| DR. PHIL             |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 2                 |                           | \$800.00    |     | 0.00          |            |     |      |      |       |            |
| 7                    | WTSP | 09/25/12          | 10/01/12        | M-F 5-530p<br>5-530p 10 News           | CM                | 5-530p                    | MTWTF--     | :30 | 5             | \$550.00   | P-3 | 0.00 | NM   | 5     | \$2,750.00 |
| 10 NEWS-5PM NEWS     |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 5                 |                           | \$550.00    |     | 0.00          |            |     |      |      |       |            |
| 8                    | WTSP | 09/25/12          | 10/01/12        | M-F 530-6p<br>10 News at 530p          | CM                | 530-6p                    | MTWTF--     | :30 | 5             | \$550.00   | P-3 | 0.00 | NM   | 5     | \$2,750.00 |
| 10 NEWS-530P         |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 5                 |                           | \$550.00    |     | 0.00          |            |     |      |      |       |            |
| 9                    | WTSP | 09/25/12          | 10/01/12        | M-F 6-630p<br>6-630p 10 News           | CM                | 6-630p                    | MTWTF--     | :30 | 1             | \$1,000.00 | P-3 | 0.00 | NM   | 1     | \$1,000.00 |
| 10 NEWS-NEWS AT 6P   |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 1                 |                           | \$1,000.00  |     | 0.00          |            |     |      |      |       |            |
| 10                   | WTSP | 09/25/12          | 10/01/12        | M-F 6-7a<br>6-7a 10 News               | CM                | 6-7a                      | MTWTF--     | :30 | 2             | \$350.00   | P-3 | 0.00 | NM   | 2     | \$700.00   |
| 10 NEWS-6AM          |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 2                 |                           | \$350.00    |     | 0.00          |            |     |      |      |       |            |
| 11                   | WTSP | 09/25/12          | 10/01/12        | CBS Evening News<br>CBS Evening News   | CM                | 630-7p                    | MTWTF--     | :30 | 2             | \$1,000.00 | P-3 | 0.00 | NM   | 2     | \$2,000.00 |
| CBS EVENING NEWS     |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 2                 |                           | \$1,000.00  |     | 0.00          |            |     |      |      |       |            |
| 12                   | WTSP | 09/25/12          | 10/01/12        | 7-730p<br>Wheel of Fortune             | CM                | 7-730p                    | MTWTF--     | :30 | 2             | \$2,600.00 | P-3 | 0.00 | NM   | 2     | \$5,200.00 |
| INSIDE EDITION       |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 2                 |                           | \$2,600.00  |     | 0.00          |            |     |      |      |       |            |
| 13                   | WTSP | 09/25/12          | 10/01/12        | CBS This Morning<br>CBS This Morning   | CM                | 7-9a<br>(7:00 AM-8:00 AM) | MTWTF--     | :30 | 2             | \$400.00   | P-3 | 0.00 | NM   | 2     | \$800.00   |
| CBS THIS MORNING     |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 2                 |                           | \$400.00    |     | 0.00          |            |     |      |      |       |            |
| 14                   | WTSP | 09/25/12          | 10/01/12        | 730-8p<br>Jeopardy                     | CM                | 730-8p                    | MTWTF--     | :30 | 1             | \$3,000.00 | P-3 | 0.00 | NM   | 1     | \$3,000.00 |
| MILLIONAIRE          |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 1                 |                           | \$3,000.00  |     | 0.00          |            |     |      |      |       |            |
| 15                   | WTSP | 09/25/12          | 10/01/12        | CBS This Morning<br>CBS This Morning   | CM                | 7-9a<br>(8:00 AM-9:00 AM) | MTWTF--     | :30 | 2             | \$400.00   | P-3 | 0.00 | NM   | 2     | \$800.00   |
| CBS THIS MORNING     |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 2                 |                           | \$400.00    |     | 0.00          |            |     |      |      |       |            |
| 16                   | WTSP | 09/25/12          | 10/01/12        | M-F 9-930a 10 News, 9a<br>10 News, 9am | CM                | 9-9:30A                   | MTWTF--     | :30 | 5             | \$200.00   | P-3 | 0.00 | NM   | 5     | \$1,000.00 |
| 10 NEWS EFF. 9/12/11 |      |                   |                 |  |                   |                           |             |     |               |            |     |      |      |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:                |      | 09/25/12          | 10/01/12        | MTWTF--                                | 5                 |                           | \$200.00    |     | 0.00          |            |     |      |      |       |            |
| 17                   | WTSP | 09/28/12          | 09/28/12        |  | CM                | Fri 8-9p                  | ----F--     | :30 | 1             | \$6,000.00 | P-3 | 0.00 | NM   | 1     | \$6,000.00 |

Order / Rev: 715924 - 2  
Alt Order #: 06332546  
Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President  
Product Desc: OBAMA SCHED A  
Estimate: 1844

WTSP-TV

| Ln  | Ch   | Start    | End      | Inventory Code                               | Break | Start/End Time | Days    | Len | Spots | Rate        | Pri | Rtg  | Type   | Spots | Amount      |
|---|------|----------|----------|--|-------|----------------|---------|-----|-------|-------------|-----|------|--------|-------|-------------|
| Fri Prime A<br>CSI: NY<br>CSI NY<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 ----F-- 1 \$6,000.00 0.00  |      |          |          |  |       |                |         |     |       |             |     |      |        |       |             |
| E 18  | WTSP | 09/29/12 | 09/29/12 | Sat 6-630p<br>Sat 6-630p 10 News             | CM    | Sat 6-630p     | -----S- | :30 | 1     | \$400.00    | P-3 | 0.00 | NM     | 0     | \$0.00      |
| 10 NEWS-NEWS AT 6P<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 -----S- 1 \$400.00 0.00<br><u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u><br>1 WTSP 09/24/12-09/30/12 Sat 6-630p Sat 6-630p -----Sa-- :30 <del>(\$400.00)</del> 0.00 NM<br>Credited   |      |          |          |  |       |                |         |     |       |             |     |      |        |       |             |
| E 19  | WTSP | 09/29/12 | 09/29/12 | Sat 7-730p<br>Wheel of Fortune               | CM    | Sat 7-730p     | -----S- | :30 | 1     | \$800.00    | P-3 | 0.00 | NM     | 0     | \$0.00      |
| INSIDE EDITION<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 -----S- 1 \$800.00 0.00<br><u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u><br>1 WTSP 09/24/12-09/30/12 Sat 7-730p Sat 7-730p -----Sa-- :30 <del>(\$800.00)</del> 0.00 NM<br>Unresolved<br>[NCAA Football overrun dropped for time] |      |          |          |  |       |                |         |     |       |             |     |      |        |       |             |
| 20  | WTSP | 09/29/12 | 09/29/12 | Sat 8-10a<br>CBS This Morning Saturday       | CM    | Sat 8-10a      | -----S- | :30 | 1     | \$300.00    | P-3 | 0.00 | NM     | 1     | \$300.00    |
| CBS THIS MORNING - SAT<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 -----S- 1 \$300.00 0.00  |      |          |          |  |       |                |         |     |       |             |     |      |        |       |             |
| 21  | WTSP | 09/30/12 | 09/30/12 | NFL Football Game #1<br>NFL Football Game #1 | CM    | 1-4p           | -----S  | :30 | 1     | \$8,000.00  | P-3 | 0.00 | NM     | 1     | \$8,000.00  |
| NFL ON CBS WEEK 49/30/12 NEW ENG @<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 -----S 1 \$8,000.00 0.00   |      |          |          |  |       |                |         |     |       |             |     |      |        |       |             |
| 22  | WTSP | 09/30/12 | 09/30/12 | LN (Su)<br>Late News (Su)                    | CM    | Su 11-1135p    | -----S  | :30 | 1     | \$1,800.00  | P-3 | 0.00 | NM     | 1     | \$1,800.00  |
| 10 NEWS-11P SU<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 -----S 1 \$1,800.00 0.00   |      |          |          |  |       |                |         |     |       |             |     |      |        |       |             |
| 23  | WTSP | 09/30/12 | 09/30/12 | CBS Sunday Morning<br>CBS Sunday Morning     | CM    | Sun 9-1030a    | -----S  | :30 | 1     | \$1,000.00  | P-3 | 0.00 | NM     | 1     | \$1,000.00  |
| CBS SUNDAY MORNING<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 -----S 1 \$1,000.00 0.00   |      |          |          |  |       |                |         |     |       |             |     |      |        |       |             |
| 24  | WTSP | 09/25/12 | 09/25/12 | Tue Prime B<br>NCIS: Los Angeles             | CM    | Tue 9-10p      | -T----- | :30 | 1     | \$9,000.00  | P-3 | 0.00 | NM     | 1     | \$9,000.00  |
| NCIS: LOS ANGELES<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 -T----- 1 \$9,000.00 0.00   |      |          |          |  |       |                |         |     |       |             |     |      |        |       |             |
| 25  | WTSP | 09/26/12 | 09/26/12 | Wed Prime B<br>Criminal Minds                | CM    | Wed 9-10p      | --W---- | :30 | 1     | \$10,000.00 | P-3 | 0.00 | NM     | 1     | \$10,000.00 |
| CRIMINAL MINDS<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 --W---- 1 \$10,000.00 0.00   |      |          |          |  |       |                |         |     |       |             |     |      |        |       |             |
| 26  | WTSP | 09/29/12 | 09/29/12 | Sat 730-8p<br>Jeopardy                       | CM    | Sat 730-8p     | -----S- | :30 | 1     | \$400.00    | P-4 | 0.00 | NM     | 1     | \$400.00    |
| INSIDE EDITION<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 -----S- 1 \$400.00 0.00  |      |          |          |  |       |                |         |     |       |             |     |      |        |       |             |
|   |      |          |          |  |       |                |         |     |       |             |     |      | Totals | 53    | \$73,000.00 |